

MISSOURI DIVISION OF TOURISM

MISSOURI AUGUST TRAVEL BAROMETER
(DATA AVAILABLE AS OF 09/12/2022)



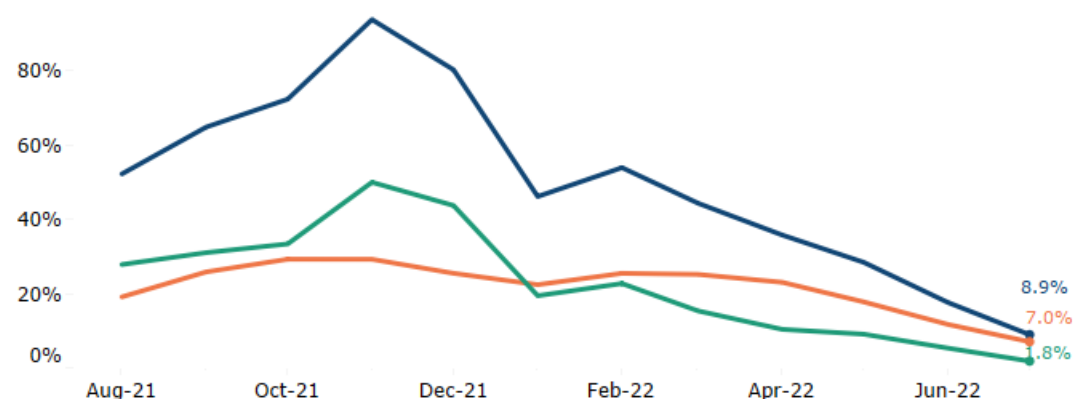
Hotel Performance

| | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
|--------------------------|--------------|--------------|-------------|--------------|--------------|-----------------|
| July 2022 | 64.2% | \$123 | \$79 | 3.4M | 2.2M | \$264.5M |
| Change vs. Previous Year | ▲ 1.8% | ▲ 7.0% | ▲ 8.9% | ▲ 0.5% | ▲ 2.3% | ▲ 9.5% |
| Year-to-Date | 55.9% | \$114 | \$64 | 22.8M | 12.7M | \$1.4B |
| Change vs. Previous Year | ▲ 10.3% | ▲ 16.3% | ▲ 28.2% | ▲ 0.9% | ▲ 11.2% | ▲ 29.3% |

STR Monthly Lodging Trends

% Change from Previous Year

Occupancy % Change ADR % Change RevPAR % Change



Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

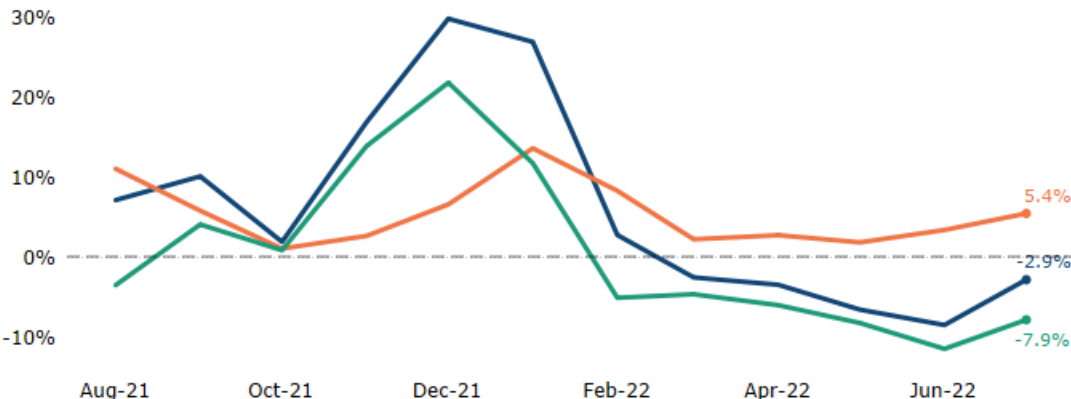
Short-Term Rental Performance: Entire Place

| | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
|--------------------------|--------------|--------------|--------------|---------------|---------------|-----------------|
| July 2022 | 71.1% | \$313 | \$223 | 477.1K | 339.1K | \$106.2M |
| Change vs. Previous Year | ▼ -7.9% | ▲ 5.4% | ▼ -2.9% | ▲ 38.5% | ▲ 27.6% | ▲ 34.6% |
| Year-to-Date | 55.2% | \$257 | \$142 | 2.7M | 1.5M | \$376.8M |
| Change vs. Previous Year | ▼ -7.4% | ▲ 3.1% | ▼ -4.6% | ▲ 42.9% | ▲ 32.4% | ▲ 36.4% |

AirDNA Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

Occupancy % Change ADR % Change RevPAR % Change



Source: AirDNA
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.



Hotel Comparable

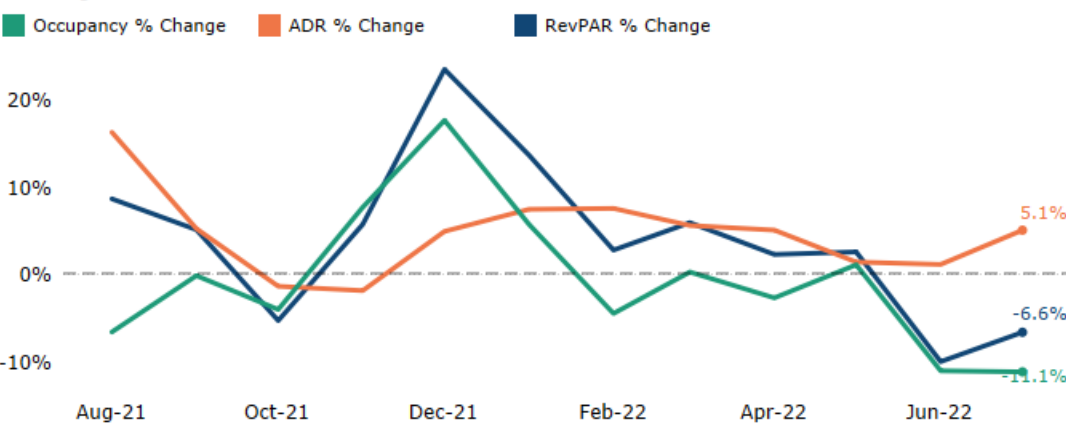
| | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
|--------------------------|--------------|--------------|--------------|---------------|---------------|----------------|
| July 2022 | 62.8% | \$164 | \$103 | 126.4K | 79.3K | \$13.0M |
| Change vs. Previous Year | ▼ -11.1% | ▲ 5.1% | ▼ -6.6% | ▲ 45.1% | ▲ 29.0% | ▲ 35.6% |
| Year-to-Date | 54.6% | \$139 | \$76 | 729.8K | 398.2K | \$55.3M |
| Change vs. Previous Year | ▼ -5.3% | ▲ 3.0% | ▼ -2.5% | ▲ 52.8% | ▲ 44.7% | ▲ 49.0% |

Entire Place

| | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
|--------------------------|--------------|--------------|--------------|---------------|---------------|-----------------|
| July 2022 | 71.1% | \$313 | \$223 | 477.1K | 339.1K | \$106.2M |
| Change vs. Previous Year | ▼ -7.9% | ▲ 5.4% | ▼ -2.9% | ▲ 38.5% | ▲ 27.6% | ▲ 34.6% |
| Year-to-Date | 55.2% | \$257 | \$142 | 2.7M | 1.5M | \$376.8M |
| Change vs. Previous Year | ▼ -7.4% | ▲ 3.1% | ▼ -4.6% | ▲ 42.9% | ▲ 32.4% | ▲ 36.4% |

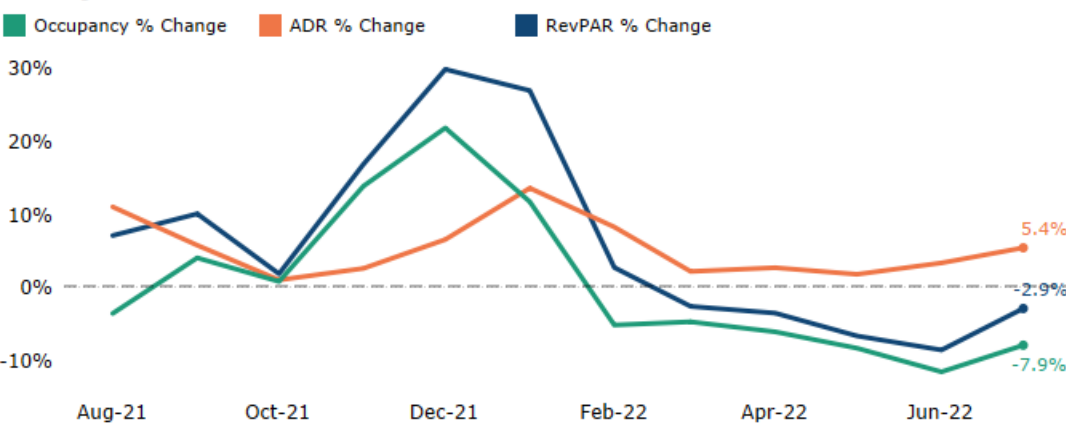
Hotel Comparable Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



Entire Place Short-Term Rental Monthly Lodging Trends

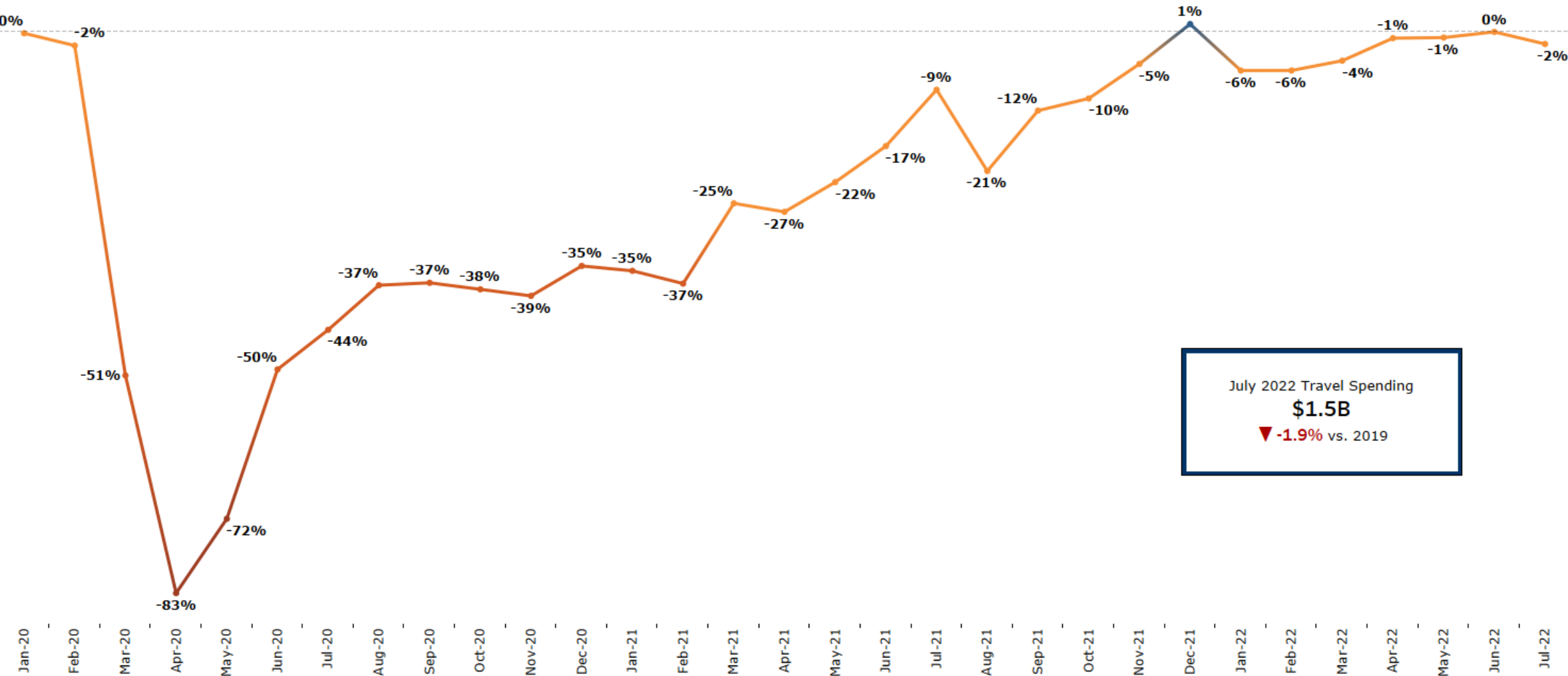
% Change from Previous Year



Note: AirDNA listings include short-term rental properties listed by Airbnb and HomeAway. Hotel Comparable Rooms are studio and one bedroom entire place rentals, which AirDNA believes are most likely to compete directly with hotels.



Travel Spending in Missouri
% Change from the same month in 2019

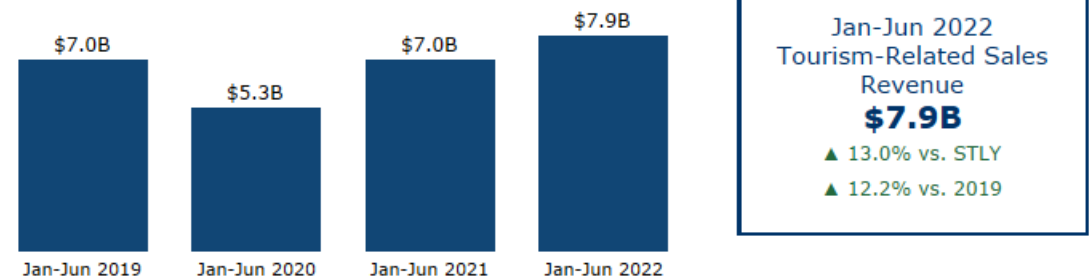


July 2022 Travel Spending
\$1.5B
▼ -1.9% vs. 2019



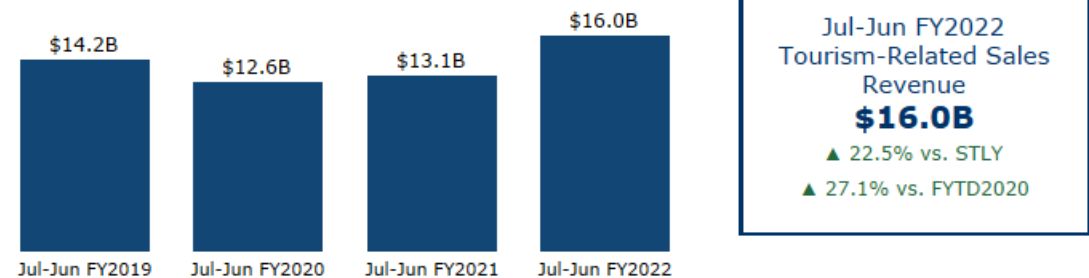
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

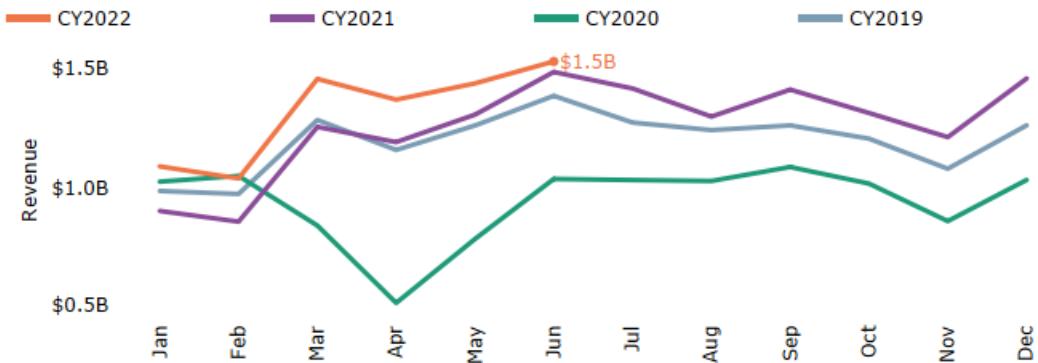


Fiscal Year-to-Date

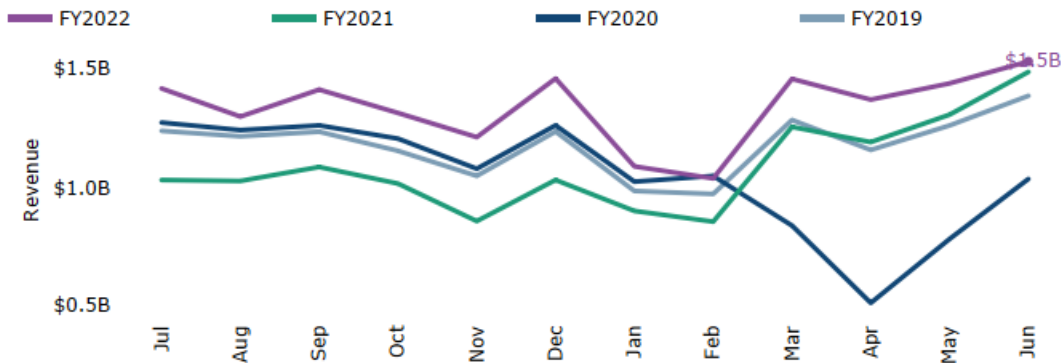
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Source: Missouri Department of Revenue

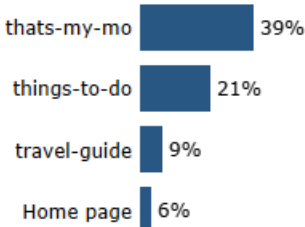


Calendar Year-to-Date

Jan-Aug 2022 Visits
1.9M
▼ -6.3% YOY



Top Content

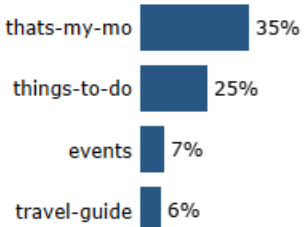


Fiscal Year-to-Date

Jul-Aug FY2023 Visits
535.6K
▲ 6.4% YOY



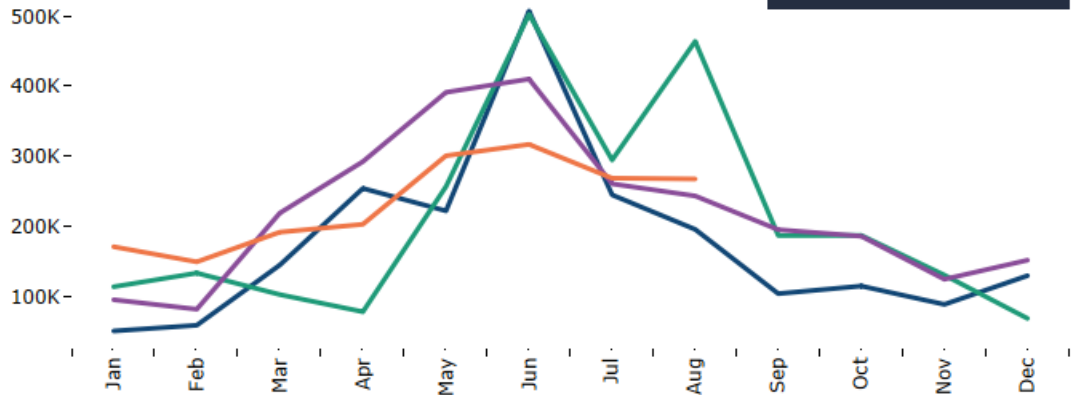
Top Content



Calendar Year Visits to VisitMO.com by Month

% Change from Previous Year

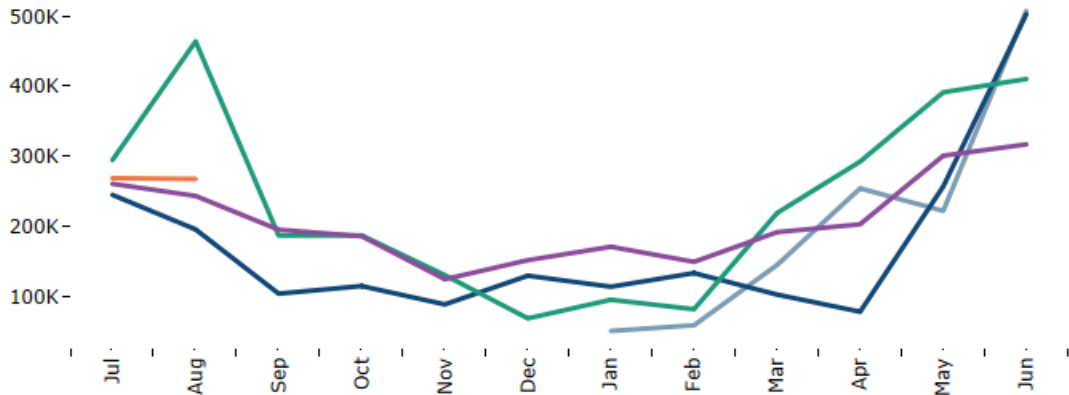
CY 2022 CY 2021 CY 2020 CY 2019



Fiscal Year Visits to VisitMO.com by Month

% Change from Previous Year

FY 2023 FY 2022 FY 2021 FY 2020 FY 2019



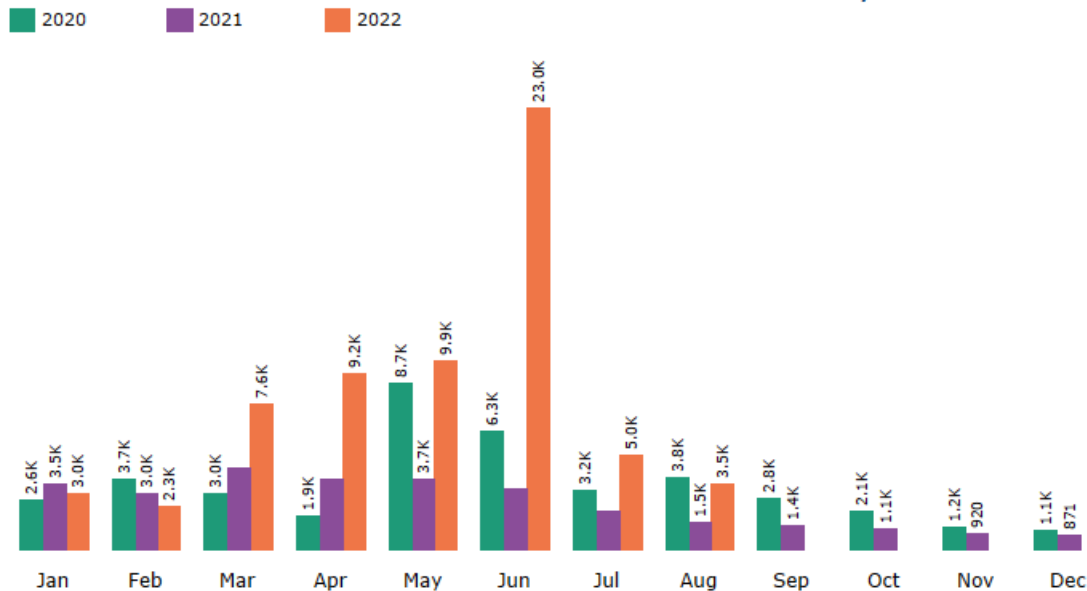


Travel Guide Fulfillment

August 2022
3.5K
▲ 133.1% vs. STLY

Jan-Aug 2022
63.4K
▲ 155.1% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



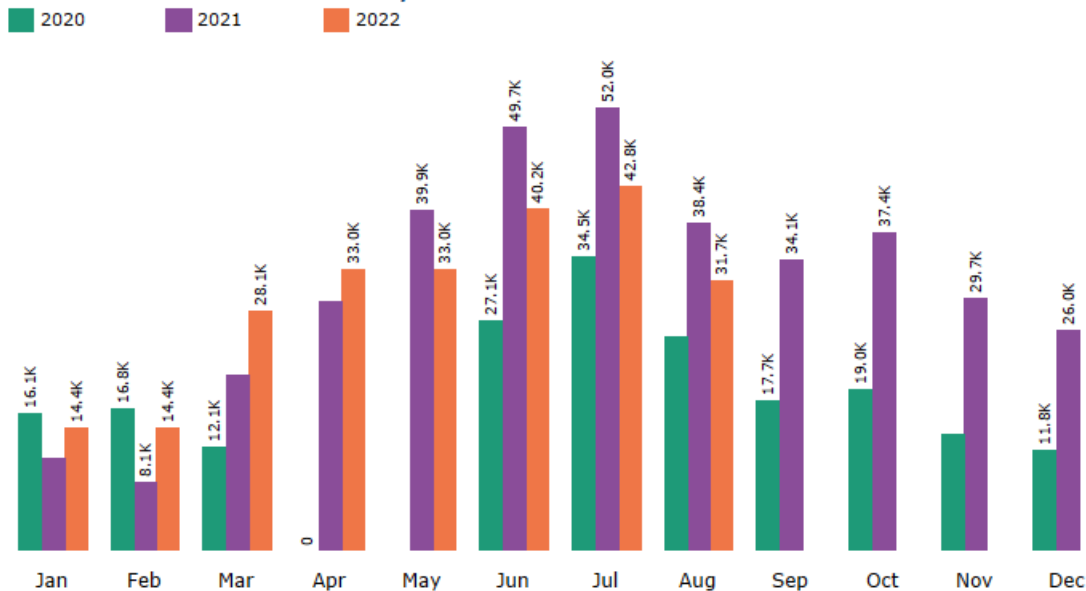
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits

August 2022
31.7K
▼ -17.4% vs. STLY

Jan-Aug 2022
237.5K
▼ -4.4% vs. STLY

Welcome Center Visits by Month

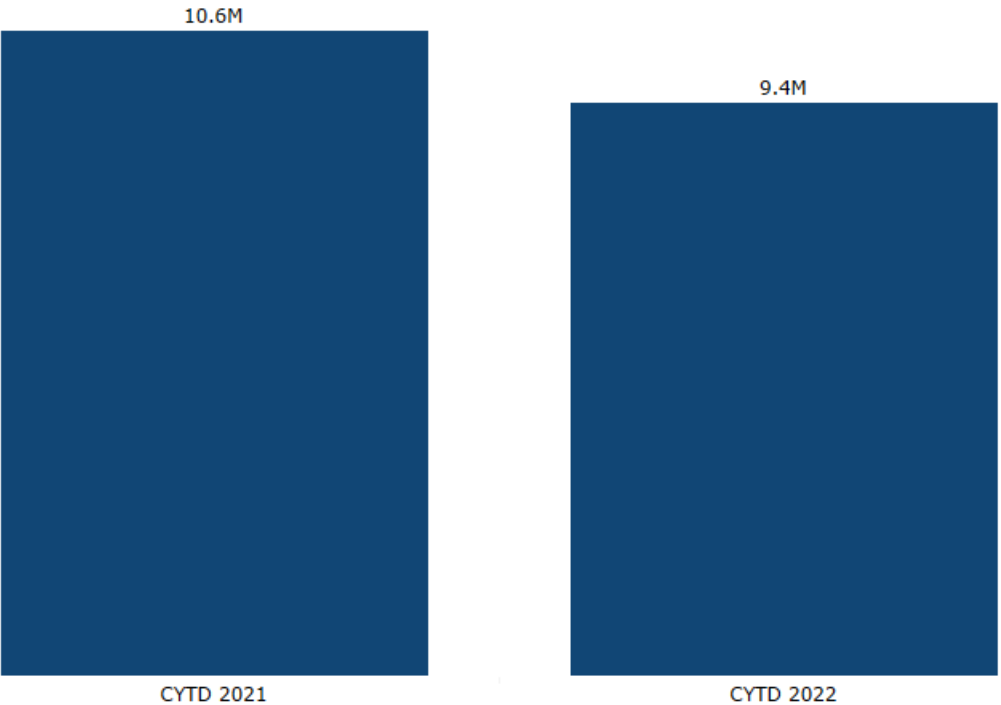


Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan.-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday - Monday. On 2/16/2021 the centers switch to being open only Tuesday - Saturday. On 4/11/2021 the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021 the centers started opening 7 days a week.

Calendar Year-to-Date Visitation

Jan-Jun 2022
9.4M
▼ -11.0% YOY

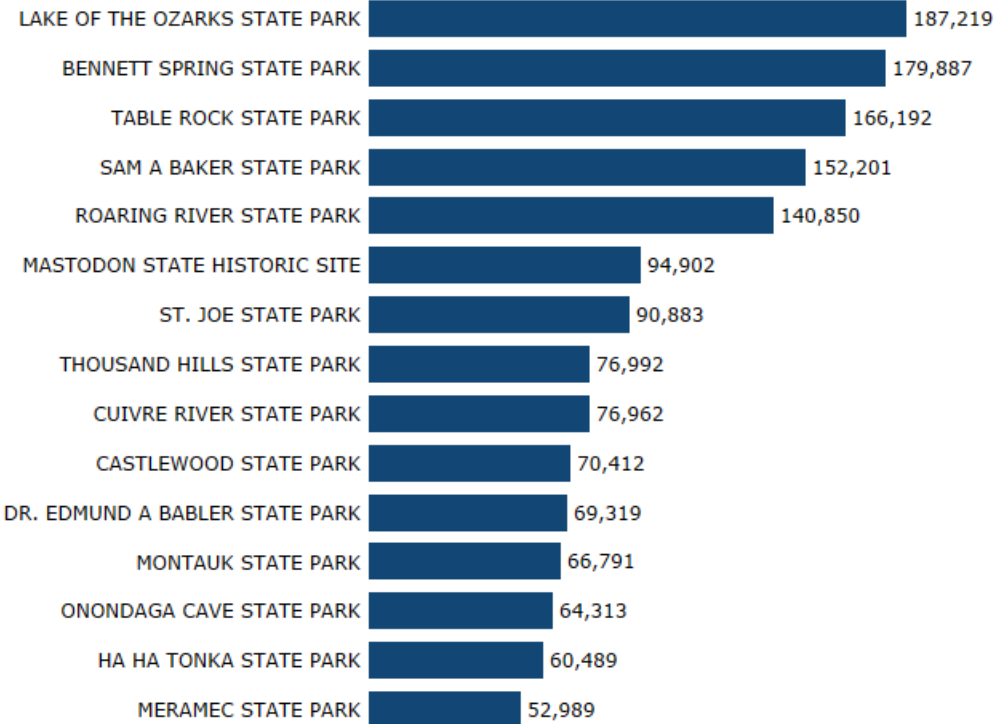
Visitors to Missouri State Parks January - June



Monthly Visitation

June 2022
2.5M
▼ -20.9% YOY

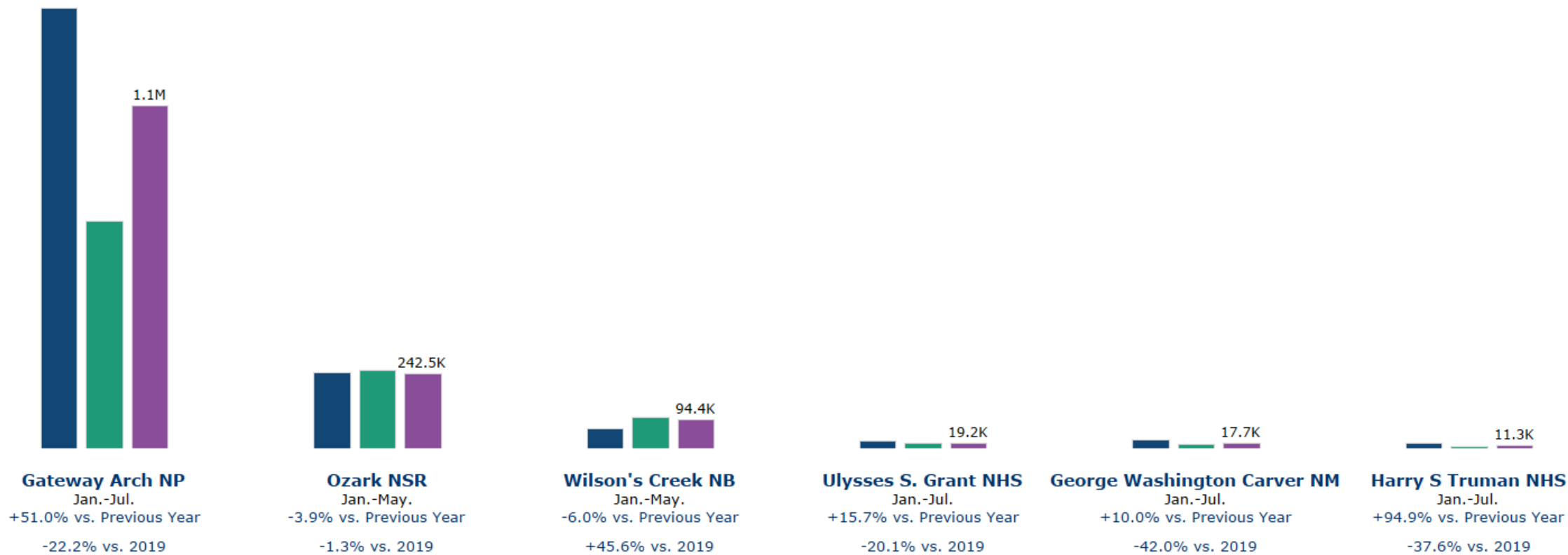
Most Visited Missouri State Parks in June 2022





Attendance by Park

2019 2021 2022



Note: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations